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ABSTRACT

This book offers a business-centered approach to obtaining employment for people with disabilities. Using examples and anecdotes from the business world, the book focuses on business concepts such as mutual return on investment, high quality service, and customer satisfaction. Building on these concepts, job-placement professionals will be able to establish enduring partnerships that help stimulate job development and facilitate job placement. The book offers strategies for the following: (1) reshaping the public's perception of placement services; (2) marketing placement services to prospective employers; (3) exploring valuable consultation opportunities; and (4) capitalizing on current social, economic, and business trends. The book contains 10 chapters that are organized into the following three sections: mutual return on investment--a substantive overview of partnerships; job development and placement--a practical framework; and into the future. An appendix contains a focus group study conducted to determine what local employers demand. (KC)

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